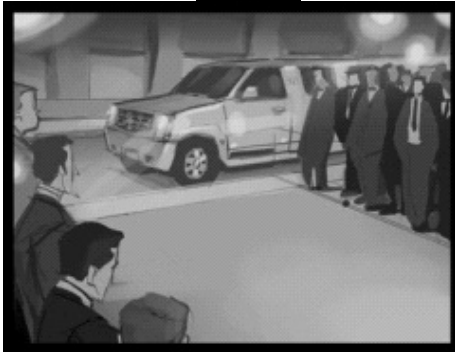
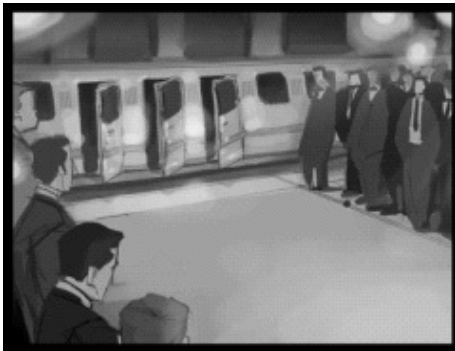


Project Title: Sprint Commercial Spot
Producer: Bob Smith
Projected Run Time: 30ss
Page #: 1

VIDEO



Fade up: Limo pulls up to red carpet



Limo doors open; crowd starts cheering.



Tight Shot: shoes stepping from limo to red carpet.

AUDIO

NAT SOUND (red carpet buzz): up and under

REPORTER (off-camera): “This is the most exciting event we’ve ever covered at WZZZ.”

REPORTER (off-camera): “It’s the arrival of All-Star power forward, Daryll Smithfield...”

SFX (building applause): under

REPORTER (off-camera): “...for tonight’s playoff game with the Boise Moons.”

SFX (applause): up full

REPORTER (off-camera): “If only all you fans could be here to witness this momentous event. And...wait a minute. I think...yes, here he comes now. I can see his shoes just stepping onto the carpet.”

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VIDEO



OTS: Smithfield walks through crowd with other player emerging.



OTS: Smithfield enters fully lighted arena and disappears into light.



Dissolve to WS: Smithfield and other players on court from TV "live" angle.

AUDIO

SFX (applause): remains at full

NAT SOUND: cheers of Smithfield's name and general encouragement for tonight's game.

SFX (applause): remains at full

NAT SOUND: Cheers of Smithfield's name and general encouragement for tonight's game.

SFX (sporting event buzz): full

ARENA ANNCR.: "I can't believe it. Smithfield jumps the defender to get the ball down court. I wish all you fans could be sitting with us here at the announce table for this great view."

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VIDEO



Floor level WS: Smithfield dribbles into key heading toward basket.



Dissolve to same WS on hand held Sprint portable TV.



WS: Announcer in stands holding device.

AUDIO

SFX (sporting event buzz): full; crowd cheers begin to rise

ARENA ANNCR.: “And there he goes folks. He’s gonna break the NBA’s all-time scoring record. If you could only see...”

SFX (sporting event buzz): crowd cheers and clapping at full

ARENA ANNCR. (beginning to scream above the crowd): “...the look of determination on his face.”

SFX (sporting event buzz): under

SPECTATOR (to camera): “I’ve got it all right here on my Sprint TV PDA. Sprint takes you there.”